

OPEN AND SLOW STREETS CYCLE 8

STANDARDIZED DATA COLLECTION TEMPLATE

Overview and Survey Administration Instructions

This standardized data collection template was created for the Open and Slow Streets grant program. As part of this program, Metro requires grant recipients to gather data about their events and submit an evaluation report along with their final invoice to meet the program's requirements. Metro requires grantees to administer the survey questions provided herein to evaluate whether the event achieved the program's goals and offered opportunities to promote mode shift within the community where the event took place. Findings from this data and the final evaluation report submitted by the grantee will help Metro and the grantees understand the impact and outcomes of these events in their communities and identify their benefits. Additionally, this data will support grantees during this cycle and in planning future events, enabling them to incorporate lessons learned. The survey templates included are for event attendees, Metro Rail passengers, and business owners along the event route. Grantees are encouraged to use their preferred method or multiple methods for data collection, such as paper surveys, online surveys, or other options.

For the General Open and Slow Streets Survey, Metro recommends collecting at least 50 surveys for small neighborhood events and at least 100 responses for larger events to ensure adequate data. To boost participation, grantees should motivate survey takers by offering giveaways or gift cards. Providing access to the survey at multiple locations during the event can also increase participation. For the Metro Rail Survey, grantees should conduct these surveys if their event is near or within a quarter mile of a Metro Rail station, positioning at station exits and following Metro safety procedures. For Business Surveys, grantees should aim to survey all businesses along the corridor on the event day and follow up with an after-event survey if a same-day survey wasn't completed.

Additionally, the final deliverable from these surveys should be an evaluation report of the event that includes an executive summary, event pictures, tables, charts, and the spreadsheet with raw data. This data can be incorporated into the report narrative or included as an attachment. Grantees may add extra questions to the survey and should include any additional data collected in their evaluation report to Metro. Other data to include are counts of pedestrians, cyclists, and other participants along the route. The

report should also assess economic impacts on retailers, such as anecdotes and sales changes compared to pre-event figures.

PARTICIPANT SURVEY – EVENT DAY

MODES

How did you get to **[the event/the demonstration]**? Please tell me all of the methods of transportation, including any walking (or rolling).

[INTERVIEWER: LISTEN AND SELECT RELEVANT MODES]

1. Metro Rail/Train (A, B, C, D, E, K Lines)
 2. Metro Bus
 3. Metro Micro
 4. Another public transit service bus (DASH, Big Blue Bus, Foothill Transit, etc.)
 5. Chartered bus/coach
 6. Metrolink train or Amtrak train
 7. Access Services
 8. Drove and parked
 9. Dropped off by a friend or family member
 10. Taxi or rideshare (e.g. Uber, Lyft)
 11. Walked (or rolled using mobility device)
 12. Bike/skateboard/scooter (including electric powered)
 13. Other: _____
-

METRO RAIL LINES

[SHOW IF SELECTED METRO RAIL]

[INTERVIEWER READ:] Which Metro Rail lines did you take?

-  **A Line**
Pomona to Long Beach
-  **B Line**
North Hollywood to Union Station
-  **C Line**
LAX to Norwalk
-  **D Line**
Wilshire/La Cienega to Union Station
-  **E Line**
Santa Monica to East LA
-  **K Line**
Expo/Crenshaw to Redondo Beach

I don't know/remember

BUS LINES [SHOW IF TOOK METRO BUS AT MODES]

[INTERVIEWER READ:] Which of the following Metro bus lines did you take?

-  **G Line**
Chatsworth to North Hollywood
 -  **J Line**
El Monte to San Pedro
 - Another Metro bus line
 - I don't know/remember
-

MUNIS

[SHOW IF SELECTED ANOTHER TRANSIT AGENCY BUS]

[INTERVIEWER READ:] Which transit agency bus(es) did you take? Tell me all of them.

1. Antelope Valley Transit Authority (AVTA)
2. Baldwin Park Transit
3. Beach Cities Transit
4. Big Blue Bus (Santa Monica)
5. Burbank Bus
6. Carson Circuit
7. Compton Renaissance Transit System
8. Culver CityBus
9. Foothill Transit
10. Gardena GTRANS
11. Glendale Beeline
12. Glendora Transportation Division
13. Huntington Park Transit Unlimited
14. LA County Department of Public Works
15. LADOT Transit (DASH, Commuter Express)
16. Lawndale Beat
17. Long Beach Transit
18. Montebello Bus Lines
19. Monterey Park Spirit Bus
20. Norwalk Transit
21. Palos Verdes Peninsula Transit Authority
22. Pasadena Transit
23. Santa Clarita Transit

- 24. Torrance Transit
 - 25. I don't know/remember
-

OVERALL SATISFACTION METRO RIDING

[SHOW IF SELECTED METRO BUS OR METRO RAIL IN MODES]

Thinking about your experiences during your entire journey door-to-door to and from **[the event]**, how satisfied are you with Metro?

- 1. Very Dissatisfied
 - 2. Dissatisfied
 - 3. Satisfied
 - 4. Very Satisfied
-

OVERALL SATISFACTION EVENT

How satisfied are you with the event?

- 1. Very Dissatisfied
 - 2. Dissatisfied
 - 3. Satisfied
 - 4. Very Satisfied
-

WHAT DIDN'T LIKE ABOUT METRO

[SHOW IF SELECTED METRO BUS OR METRO RAIL AT MODE]

Is there anything about riding Metro to the **[event]** that didn't go as well as you would like?
[OPEN-END]

WHAT DIDN'T LIKE ABOUT EVENT

Is there anything else about the event that isn't going / didn't go as well as you would like?
[OPEN-END]

DESIRED IMPROVEMENTS

What improvements would you like around the event?

- 1. More space for pedestrians
- 2. More space for bikes
- 3. More car-free streets
- 4. More shade
- 5. More seating

6. More programming (art/cultural/recreational)
7. Other:_____

OSS IMPACT ON FUTURE WALK/BIKE

After going to the event, how likely is it that you would **walk or bike (or roll with a mobility device) more** in the future?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely

METRO GENERAL RIDING INTENT

After going to the **[event/demonstration]**, how likely is it that you would **ride Metro Bus or Metro Rail more** in the future?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely

OTHER TRANSIT RIDING INTENT

After going to the event, how likely is it that you would **ride non-Metro buses (e.g. Culver City Bus, Foothill Transit, etc.) more** in the future?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely

TRANSITION

Next, to ensure we get input from a diverse group of people, we'd like to ask a little bit about you. Your responses will remain confidential.

GENDER

What is your gender identity? **[SINGLE SELECT]**

1. Male
2. Female
3. Non-Binary
4. Prefer to Self-Describe: _____

AGE

What is your age? _____

ETHNICITY/RACE

Are you...?

Select all that apply.

1. Hispanic / Latino
2. Black / African American
3. White / Caucasian
4. Asian / Asian American
5. Pacific Islander
6. Middle Eastern or North African
7. Native American
8. Other: _____

US OR NOT

Do you live in the United States?

1. Yes
2. No

COUNTRY

[SHOW IF NOT A US RESIDENT]

What country do you live in?

[SINGLE-SELECT DROPDOWN LIST]

ZIP CODE

[SHOW IF US RESIDENT]

What is your zip code?

[NUMERICAL TEXT BOX, 5 DIGITS]

MODE FREQUENCY

[SHOWN TO SOUTHERN CA RESIDENTS]

In general, how often do you use the following to get around Los Angeles County?

	5 or more days a week	3-4 days a week	1-2 days a week	1-3 days a month	At least once every 6 months	At least once a year	Less than once a year	I have never ridden
1. Metro Bus	☐	☐	☐	☐	☐	☐	☐	☐
2. Metro Rail/Train	☐	☐	☐	☐	☐	☐	☐	☐
3. Bicycle/Bike	☐	☐	☐	☐	☐	☐	☐	☐

[SHOWN TO NON-SOUTHERN CA RESIDENTS]

In general, how often do you ride public transit (buses or trains)?

- a. 5 or more days a week
 - b. 3-4 days a week
 - c. 1-2 days a week
 - d. 1-3 days a month
 - e. At least once every 6 months
 - f. At least once a year
 - g. Less than once a year
 - h. I have never ridden
-

HOUSEHOLD INCOME

[SHOW IF US RESIDENT]

What are your household's total annual earnings?

- 1. Under \$50,000
 - 2. \$50,000 - \$64,999
 - 3. \$65,000 - \$79,999
 - 4. \$80,000 - \$99,999
 - 5. \$100,000 - \$149,999
 - 6. \$150,000 or more
-

DISABILITY

Are you a person with a disability?

1. Yes
 2. No
-

CAR ACCESS

[SHOW TO US RESIDENTS]

Do you have regular access to a car?

1. Yes
 2. No
-

CONTACT INFO

[OPTIONAL FOR GIVEAWAY/INCENTIVE]

First Name: _____

Last Name: _____

Email: _____

Phone Number: _____

THANK YOU

Thank you for your time!

BUSINESS OWNER SURVEY – POST-EVENT DAY

To better serve the community, we are collecting information to understand how open & slow street events affect neighborhoods and surrounding businesses.

We are conducting short surveys with businesses that are located near June and July's events. Your participation is voluntary, but any insights you have will help Metro improve these events moving forward.

Business Name:

Business Zip Code:

Please provide a brief description of your business:

1. Did your business participate in and/or interact with the open street event in this community? *[If yes, move to Question #2, if no, move to Question #4]*

- a. Yes
- b. No

2. Was this your first time participating in an open/slow street event in your community?

- a. Yes
- b. No

3. In what way did your business directly participate in the open street event? (For example: You offered a discount and/or promotion on the event day, had a booth at the event, promoted the event to your customers, conducted marketing or advertising prior to the event, etc.)

[Free Response]

4. Did you notice any changes in your customer and/or sales volume or on the day of the event versus a non-event day? Can you explain if the sales volume was higher, lower, or stayed the same compared to a non-event day?

[Free Response]

5. Would you like to see the event return to this street at another point in the future?

This question is required. *[If Definitely Yes or Probably Yes, move to Question #6, if Probably Not or Definitely Not, move to Question #7]*

- a. Definitely Yes
 - b. Probably Yes
 - c. Probably Not
 - d. Definitely Not
-

6. How often would you like to see the event happen? *[Move to Question #8]*

- a. More than once a year
 - b. Once a year
 - c. Every other year
-

7. Would you recommend the event to happen on a different street in this neighborhood?

- a. Definitely Yes
 - b. Probably Yes
 - c. Probably Not
 - d. Definitely Not
-

How much do you agree or disagree with the following statement?

8. The event brought better recognition to the products or services my business offers.

- a. Strongly Agree
 - b. Agree
 - c. Disagree
 - d. Strongly Disagree
-

9. In your opinion, did the event have a positive or negative effect on this community?

- a. Very Positive
- b. Positive
- c. No Effect
- d. Negative
- e. Very Negative

10. Did the event have a positive or negative effect on your business?

- a. Very Positive
 - b. Positive
 - c. No Effect
 - d. Negative
 - e. Very Negative
-

11. Has your business participated in City, LA County, or Metro events in the past?

- a. Yes, Often
- b. Yes, Sometimes
- c. Rarely
- d. Never

How much do you agree or disagree with the following statement?

12. My business has supported previous transportation improvements in this community for public transit, walking, and biking.

- a. Strongly Agree
 - b. Agree
 - c. Disagree
 - d. Strongly Disagree
-

13. After experiencing the event, do you think your business will be more or less likely to support these improvements in the future?

- a. Much More Likely
 - b. Somewhat More Likely
 - c. No Change
 - d. Somewhat Less Likely
 - e. Much Less Likely
-

How much do you agree or disagree with the following statements?

14. This community would benefit from future transportation improvements in public transit.

- a. Strongly Agree

- b. Agree
- c. Disagree
- d. Strongly Disagree

15. This community would benefit from future transportation improvements that make biking easier and safer.

- a. Strongly Agree
- b. Agree
- c. Disagree
- d. Strongly Disagree

16. This community would benefit from future transportation improvements that make walking/rolling easier and safer.

- a. Strongly Agree
- b. Agree
- c. Disagree
- d. Strongly Disagree

17. Is there anything that you would like to add to this survey?

[Free Response]

Please provide your contact information below if you are open to follow-up questions:

Name:

Email:

Phone Number:

Thank you for completing our short survey. Your input will help us improve future open & slow streets moving forward.